

Digital Marketing Assistant Intern – New Balance University Basketball League (UBL)

UniSport Australia is seeking a current university student to join the Marketing & Communications team as a Digital Marketing Assistant Intern for the 2026 New Balance University Basketball League (UBL) season, 12 August-22 October 2026.

This opportunity is designed to provide practical learning experience within a national sporting competition and is suitable for students currently studying marketing, communications, digital media, journalism, sport management, or related fields.

The internship placement may be based remotely or at the UniSport Australia office, depending on the successful applicant's location and university requirements.

Preference will be given to students undertaking the internship as part of a university Work Integrated Learning (WIL) or placement requirement. Applications from students seeking voluntary industry experience and professional development outside a formal placement are also welcome, where the internship provides a structured educational learning experience.

This internship is intended as a structured educational experience designed to provide students with practical industry exposure and professional development opportunities within a supported sporting organisation.

About the New Balance University Basketball League

The New Balance University Basketball League (UBL) is Australia's premier national university basketball competition, bringing together the country's top student-athletes to represent their universities. Featuring men's and women's teams from across Australia, the league showcases elite university basketball while celebrating student sport, community and campus pride.

Find out more about the league here: www.unisport.com.au/ubl

Placement Overview

Under the guidance and supervision of the UniSport Marketing & Communications team, the student intern will gain exposure to:

- Event marketing and digital campaign planning processes.
- Social media scheduling via Meta Business Suite
- Writing and editing content for UniSport Australia's digital platforms including website articles, social media copy, interviews, and email marketing.
- Assisting with short-form video production by clipping game highlights for Instagram Reels, TikTok and YouTube Shorts.
- Content creation processes including short-form video, photography, athlete and participant interviews, and event coverage.
- Collaboration within a national sporting league team environment.

The student intern may observe and assist with selected marketing and content activities under supervision, with tasks designed to support their learning objectives, professional development and level of experience.

Learning Opportunities

Throughout the placement, the student will have the opportunity to:

- Develop practical industry knowledge within the sport, media, and digital communications sectors
- Gain experience working on a national basketball competition
- Build familiarity with social media management, content planning, and digital publishing tools
- Develop skills in sports storytelling, copywriting and short-form video editing
- Learn how weekly sporting content is produced and delivered across multiple digital platforms.
- Receive mentoring, feedback and on-the-job guidance from the UniSport Australia Marketing & Communications team.
- Develop examples of written and digital content suitable for a professional portfolio where appropriate.

Supervision & Support

The student intern will work under the guidance of the UniSport Australia Marketing & Communications team throughout the placement. Ongoing support, feedback, and mentoring will be provided to assist the student's learning and professional development.

Tasks and activities undertaken during the placement will align with the student's level of experience, learning objectives, and university requirements where applicable.

A full induction and ongoing supervision will be provided throughout the placement.

We Are Looking for Someone Who

- ✓ Is currently studying sport management, marketing, communications, journalism, media, digital communications, or a related discipline.
- ✓ Has an interest in basketball or sport, digital media and content creation.
- ✓ Demonstrates strong written and verbal communication skills.
- ✓ Is organised, reliable, adaptable and able to work collaboratively within a team environment.
- ✓ Shows initiative and a willingness to learn.
- ✓ Enjoys contributing creative ideas for social media, digital content, and event storytelling.
- ✓ Has basic experience with video editing software (such as CapCut, Canva or similar) or is willing to learn.
- ✓ Has experience using Microsoft Office and/or basic content creation software.

Key Information

- **Internship period:** Monday 3 August – Friday 6 November 2026.
- **Commitment:** 1–2 days per week, with availability required Tuesday–Thursday.
 - Internship schedules and attendance arrangements will be agreed upon in consultation with the student and, where applicable, their university to support course requirements, study commitments, examinations, work and leave periods.
- **Optional:** Students may have the opportunity to attend selected UBL matches to assist with content capture and event coverage, depending on their location.
- A full induction and ongoing supervision will be provided throughout the placement.
- Students undertaking the internship remotely will be responsible for the insurance and security of their personal equipment.
- Content created as part of the internship placement for UniSport Australia channels and campaigns may be used by UniSport Australia for promotional, marketing and archival purposes.

How to Apply

Read the position description in full and learn more about [UniSport Australia via our website](#).

Prepare your application – applications must include:

1. A cover letter introducing yourself and providing an overview of your current studies, experience, and interest in the placement opportunity.
2. A current CV/resume including the names and contact details of two references.
3. Confirmation that the placement forms part of a university course requirement (if applicable).
4. Optional: A creative portfolio or examples of relevant work including writing, social media content, photography, videography, or digital content projects.

Submit your application in a single PDF document to marketing@unisport.com.au

Closing Dates

Start Date	Applications Close	Interview Period
Week Commencing 3 August	Sunday 26 July, 11:59pm AEST	Week Commencing 27 July

Further Information

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